

Original Research Article

Impact of Extension Interventions on Capacity Building of Tribal Backyard Poultry

Owners [inmandla of Madhya Pradesh](#)

Abstract

The ~~present~~ study ~~investigates~~ ~~was conducted to~~ ~~highlights~~ the impact of extension interventions on capacity building of tribal backyard poultry owners in [randomly selected six villages](#) of Narayanganj and Niwas blocks of Mandla district. Data were collected through a structured interview schedule from 60 tribal poultry owners by personal interview method [and they were analysed using percentage frequency and chi-square](#). Suitable extension interventions like group discussion, awareness cum animal health treatment camps, exposure visits, training programmes were applied in the study areas. The capacity building of poultry owners were measured on the basis of improvement in knowledge and change in attitude towards scientific poultry farming practices. The chi-square test was applied 'before' and 'after' interventions of various extension strategies. The study showed a significant improvement in the knowledge and attitude of tribal poultry owners after extension interventions. ~~The chi square value (64.67 and 65.19) is also highly significant at 1 per cent level which is a clear indication of improvement in knowledge and attitude among poultry owners in the study areas. It concluded that the capacity building of poultry owners were increased on the basis of improvement in knowledge and scientific farming practices~~

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Key words: backyard, capacity building, extension, tribal

Introduction

Poultry farming is possible in widely different agro-climatic environment as the fowl possesses marked physiological adaptability. Requirement of small space, low capital investment, quick return from outlay and well distributed turn over throughout the year make poultry farming remunerative in both rural and urban areas. The rearing of poultry provides an

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excellent opportunity for gainful employment to idle or unemployed members of rural communities (NCA, 1976). Traditionally, the village poultry in tribal areas is based on nondescript varieties of poultry stock and their productivity is also very low as compared to improved backyard poultry.

Several studies show that these poor tribal people have not been enriched by the knowledge emanating from the research institutions or extension centre. Because of this the tribal people are not able to exploit the potential of their birds and sometimes suffer from the loss of their flocks, leading to poverty. Training and development leads to improved profitability and more positive attitudes towards profit orientation (Singh, 2012).

Knowledge as a body of understood information possessed by an individual or by a culture (English and English, 1958) is one of the important components of the adoption behavior.

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Knowledge is the pre-requisite for acceptance and adoption of scientific practices.

~~Exposure to, and The~~ use of appropriate information by poor livestock owners will help them to improve knowledge enabling them to obtain more output from their animals, thereby helping them to move out from the poverty (Ramkumaret al., 2003). ~~Keeping in this in view~~ With all the aforementioned, the ~~present was undertaken to~~ study ~~examined~~ the impact of extension interventions on capacity building of tribal backyard poultry owners in Mandla district of Madhya Pradesh.

Objectives of the study

- i. determine types of poultry groups in the state
- ii. examine the awareness campaigns conducted in the study area
- iii. identify the various units and training programmes used in the study area
- iv. investigate the knowledge gained during the programme

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Materials and Methods

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The present study was conducted in Narayanganj and Niwas blocks of Mandla District of Madhya Pradesh. Three villages were selected randomly from each block (i.e. Narayanganj and Niwas) for the ~~present~~ study. Data were collected through a structured interview schedule from 60 tribal poultry owners ~~in Mandla district, by personal interview method.~~ On the basis of existing status and constraints perceived by tribal poultry owners suitable extension strategies were developed in active consultation with the scientists of All India Co-ordinated Research Project on Poultry Breeding, Animal Nutrition, Veterinary Medicine, Livestock Production Management and Veterinary Gynaecology departments of the university to improve the backyard poultry farming practices in Mandla district. ~~Suitable~~ The various extension interventions like group discussion, awareness cum animal health treatment camps, exposure visits, training programmes were applied in the study areas.

Results and Discussion

Extension strategies for improvement of backyard poultry farming practices

The following extension strategies were adopted in all the selected villages of the study areas.

Awareness campaigns

Table 1 revealed that there are Six awareness campaigns in different selected villages of Narayanganj and Niwas blocks were organized to aware the tribal people regarding the housing, feeding, management, healthcare, vaccination and marketing of improved backyard poultry farming.

The details of different awareness campaigns ~~are presented in Table 1.~~

Table 1: Awareness campaigns conducted in Narayanganj and Niwas block of Mandla district

Particular	Blocks	Villages	Date
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Awareness campaigns	Narayanganj	Ghughri	12/7/2014
		Khapa	18/7/2014
		Moiyanala	25/7/2014
	Niwas	Gadra	08/8/2014
		Bhajia	23/8/2014
		Dala	17/10/2014

Exposure visits

[Table 2](#) shows that ~~Two~~ exposure visits was organized at All India Co-ordinated Research Project on Poultry Breeding, NanajiDeshmukh Veterinary Science University, Jabalpur to motivate the tribal people to form SHGs. The number of participants in each visit was 40. ~~These are the~~The details of two exposure visits ~~are presented in Table 2.~~

Table 2: Exposure visits of the tribal poultry owners

Particular	Blocks	Villages	Date	No. of participants
Exposure Visits	Narayanganj	Ghughri	19/9/2014	40
		Khapa		
		Moiyanala		
	Niwas	Gadra	24/10/2014	40
		Bhajia		
		Dala		

Trainings

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Table 3 revealed that Two training programmes (3 days) to the members of SHGs were organized at All

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India Co-ordinated Research Project on Poultry Breeding, NanajiDeshmukh Veterinary Science University, Jabalpur and village level to improve the knowledge and skills of the member of SHGs. The details of training programmes are presented in Table 3.

Table 3: Training programmes organized in Narayanganj and Niwas block of

Mandla district

Particular	Blocks	Villages	Date	No. of participants
Training	Narayanganj	Ghughri	05 th -07 th November, 2014	30
		Khapa		
		Moiyanala		
	Niwas	Gadra	4 th -6th December, 2014	40
		Bhajia		
		Dala		

Improvement in knowledge

Table 4 shows the improvement in knowledge gain among the members of SHGs 'before' and 'after' extension interventions is presented in Table 4. A cursory look at Table 4 indicates that before applying the extension interventions majority (96.67%) of the respondents had low level of knowledge whereas, after extension interventions majority of the respondents (75.00%) had medium level of knowledge.

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Table 4: Distribution of respondents according to knowledge level 'before' and 'after' extension interventions (n=60)

Variable	Category	Before	After	Chi-square value
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Knowledge	Low	58 (96.67)	15 (25.00)	64.67**
	Medium	02 (03.33)	45 (75.00)	
	High	00	00	
Total		60	60	

Values in parentheses indicate percentage

**Significant ($P < 0.01$)

Chi-square test was applied to find out the test of significance between 'before' and 'after' knowledge of the respondents. The **Table 4** shows that, the chi-square value is highly significant at 1 per cent level which is a clear indication of improvement in knowledge among members of SHGs in the study areas. Similar study was reported by Kiraret *al*(2013).

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Change in attitude

The attitude change among the SHGs members 'before' and 'after' extension interventions is presented in Table 5 which indicates that before applying the extension interventions majority of the respondents (91.67%) had low level of attitude but after the extension interventions majority of the respondents (81.67) had medium level of attitude. [The attitude change was significantly high after the intervention of the extension personnel.](#)

Table 5: Distribution of respondents according to attitude level 'before' and 'after' extension interventions (n=60)

Variable	Category	Before	After	Chi-square value
Attitude	Low	55 (91.67)	11 (18.33)	65.19**
	Medium	05 (08.33)	49 (81.67)	
	High	00	00	
Total		60	60	

Values in parentheses indicate percentage

**Significant ($P < 0.01$)

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The Chi-square value is highly significant at 1 per cent level which is an obvious sign of change in attitude of respondents towards poultry farming practices. Similar study was reported by Kiraret *al* (2013).

Conclusion

~~The present study shows~~From the findings, the importance of extension interventions on capacity building of tribal poultry owners in Mandla district has.~~The findings revealed that,~~ the knowledge and attitude level of poultry significantly improve with the help of different extension interventions. ~~Such types of~~The extension educational efforts are very successful for promoting backyard poultry farming practices and improving livelihood of poor farmers. There is need for capacity building of poultry owners by exposing them to knowledge and extension interventions in order to enhance high productivity.

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